



Spit tobacco is a KILLER.

- Spit tobacco is not a safe alternative to smoking – it causes oral and esophageal cancer, tooth and gum disease, and may be linked to cardiovascular disease.⁶
- One in three patients diagnosed with oral cancer die from it.⁶

Spit Tobacco is Dangerous.

- More than 3,000 chemicals are found in spit tobacco; 28 of these are known carcinogens.⁶
- According to the Mayo Clinic, some spit tobacco contains additives that increase the rate at which nicotine is absorbed into the body.⁷

Spit Tobacco is Addictive.

- Compared to cigarettes, snuff delivers twice as much nicotine to the user.⁸
- A typical user starts with a low-nicotine, sweet-tasting brand and graduates to stronger flavored, high-nicotine products.⁹

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Spit Tobacco is Not a Safe Alternative to Smoking

Montanans need to know the FACTS about spit tobacco use.

Montanans use spit tobacco more than most other Americans.

- Recent surveys indicate that 13% of Montana adult males use spit tobacco.¹
- Among 8th, 10th and 12th grade students, 15% of boys and 3% of girls indicate regular use of spit tobacco.²
- Spit tobacco use is higher among Native American youth in Montana. Nine percent of all students in grades 8, 10 and 12 use spit tobacco; 14% of all Native American students in the same grades are users.²

The tobacco industry markets spit tobacco to Montana youth.

- The tobacco industry spends an estimated \$50 Million dollars each year in Montana to advertise and promote its products – including spit tobacco.³
 - Sweet-flavored spit tobacco attracts younger, less experienced users;
 - Tobacco advertising linked with sports and adventure teaches kids that using tobacco is part of a healthy, active lifestyle;
 - The tobacco industry promotes spit tobacco as a safe alternative to smoking;
 - The tobacco industry offers free gear and coupons to promote tobacco products to younger users.

The tobacco industry has recently increased spit tobacco marketing.

- The tobacco industry has increased marketing of spit tobacco products following the enactment of many local and statewide smokefree laws nationwide.⁴
- Large tobacco companies have recently begun marketing the first ever spit-free, candy-flavored spit tobacco product.⁵

Sources:

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